ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL – 2009

INDUSTRIAL MANAGEMENT

SEMESTER - 8

Time : 3 Hours]   [Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct answer for any *ten* of the following :   10 × 1 = 10

   i)   The objective of Marketing Management is

      a)   to increase profite

      b)   to increase sales volume

      c)   to increase customer's satisfaction

      d)   none of these.

   ii)   Control chart for variables is

      a)   Fraction Defective Chart (*p*-chart)

      b)   Range Chart (*R*-chart)

      c)   Number of Defects Chart (*c*-chart)

      d)   None of these.

   iii)   Under Selective Inventory Control, VED analysis defines VED as

      a)   Value, Engineering and Design

      b)   Vital, Essential and Desirable

      c)   Volume, Economy and Demand

      d)   None of these.

   iv)   Financial Management deals with

      a)   satisfying the needs of the customers

      b)   procurement and utilization of funds

      c)   training and development of the employees

      d)   designing user friendly products.

v) According to Maslow's Need Hierarchy, the last level of needs includes

    a) Esteem needs   b) Needs for foods, clothing & shelter

    c) Need for self actualization   d) Social needs.

vi) Essential element of TQM is

    a) Meeting customers' requirements

    b) Continuous improvement

    c) Empowerment of employees

    d) All of these.

vii) Productivity means

    a) increase in output keeping input unchanged

    b) increase in output increasing input

    c) decrease in output decreasing input

    d) none of these.

viii) EOQ is a particular order size at which

    a) carrying costs become minimum

    b) ordering costs become minimum

    c) total inventory costs become minimum

    d) all of these costs are minimum.

ix) FSN analysis is required to control

    a) Quality of the product   b) Inventory

    c) Industrial disputes   d) All of these.

x) In communicatin, barriers arisen from the linguistic capacity of the parties involved are called as

    a) Emotional barriers   b) Semantic barriers

    c) Organizational barriers   d) Personal barriers.

xi)   Inherent capacity which an organization can use to gain strategic advantages over its competitors is known as its

     a)   Strength   b)   Opportunity

     c)   Stability   d)   All of these.

xii)   The fourteen principles of management are given by

     a)   F. W. Taylor   b)   Elton Mayo

     c)   Henry Fayol   d)   Peter Drucker.

GROUP – B
(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2.   Differentiate between Recruitment and Selection.

3.   State the concept of six sigma.

4.   How is Selling different from Marketing ?

5.   Highlight the communication process.

6.   Write down the basic roles and functions of management.

GROUP – C
(Long Answer Type Questions)

Answer any *three* questions. $3 \times 15 = 45$

7.   a)   State the main objectives of Trade Union.

     b)   Briefly discuss the functions of Trade Union. $7 + 8$

8.   a)   How is Maslow's theory related to ERG Theory ?

     b)   Highlight the main criticisms of Herzberg theory $10 + 5$

9.   a)   A company uses 2000 units per annum of special studs in the manufacture of its products. The studs are procured from a local manufacturer at a basic price of Rs. 10 each. The procurement cost per order is Rs. 20 and inventory-carrying cost is 20%. The supplier offers following discount on the basic price for order quantities of :

Order Quantity	Discount
400 - 799	2%
800 - 1599	4%
1600 & above	6%

What quantity should be ordered to optimize cost ?

     b)   What are the two costs associated with inventory management ? $12 + 3$
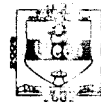
10. a) Classify the items into *A, B* and *C* categories :

Item Description	Annual consumption (Units)	Price per unit (Rs.)
1	3,000	200
2	6,000	20
3	200	500
4	200	12·50
5	350	9
6	6,000	25
7	4,000	10
8	3,000	7

   b) Derive the basic formula for Economic Order Quantity for model without shortage.　　　10 + 5

11. a) What are the different types of production system ?

   b) How does production planning differ from production control ?

   c) State the functions of production planning.　　4 + 5 + 6

12. Write notes on any *two* of the following :　　2 × 7½

   a) Total Quality Management

   b) Performance Appraisal

   c) VED Analysis of inventory contol

   d) BCG Matrix.

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END